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OTSEGO LOCAL SCHOOLS

JUL - 9 2003

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Federal Communications Commission
Office of the Secretary

Joseph L. Long
Superintendent
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Weston, Ohio 43569
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www.otsegoknights.org



July 3, 2003

Ms. Marlene Dortch
Secretary, FCC
Room TW-B204
455 12th Street SW
Washington, D.C. 20554

Appeal of Otsego Public Schools
E-Rate Funding
CC Docket No. 96-45
CC Docket No. 97-21
471 Application No. 355487

FCC Secretary:

Please file under

CC Docket 02-6
E-rate Appeal
Otsego Public Schools
471 App. No. 355487

Dear Secretary Dortch:

Congressman Paul E. Gillmor has advised that the Otsego School District can submit a letter to the Commission requesting a waiver of the urban designation in relation to our school district's E-Rate classification. All portions of our school district are in Congressman Gillmor's district, a rural agricultural district that stretches from an Amish area southeast of Cleveland through the northern portion of Ohio to the Indiana-Michigan border. Please consider this letter our request for a change in designation to rural.

Our school district covers over one-hundred fifty square miles and includes four small villages. When one travels between the villages they can easily count more farm tractors than people. No community in our county, Wood County, Ohio, approaches the criteria for urbanized based upon population. The City of Perrysburg (pop. 16,945) is classified urban based on it's proximity to Toledo in Lucas County. We are appealing the current classification following the logic that permits New England communities to be rural in a county classified urban. As in similar situations in New England, the proximity of a community of less than 17,000 denies relief under the act to the remainder of the county which is responsible for over 90% of the student population in the county.

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OTSEGO LOCAL SCHOOLS

To illustrate the fact that we are indeed rural, one can review an AAA Tour Book of our area and find there are only three communities listed. These are Bowling Green, Perrysburg, and Grand Rapids. Bowling Green is noted because of its university. Perrysburg is listed as the site of Fort Meigs. Grand Rapids is in our school district and has a population of around 1,000. It is listed because of its historic grist mill and canal. Both Bowling Green and Perrysburg list accommodations in the tour book because of the motels along I-75. Grand Rapids is not listed. It is rural and has not motels. This is not surprising when the agricultural demographics of the Otsego School District are taken into account. A visitor to our school district coming from any direction would immediately recognize the district as being rural. Not unlike rural areas of the west or south.

It is very interesting to note that Claritas Incorporated provides a Web-site titled, "You Are Where You Live" and it clearly describes the communities in our school district rural. In fact, based on their PRIZM lifestyle segmentation system which defines every neighborhood in the U.S., we are described as having remote rural families. Pages from their site are attached for review. They reveal that our citizens are most likely to own a pick-up truck, own a tractor, and read Country Living. Does this sound like urban living?

Recent federal programs such as "NCLB" place undo economic hardships on rural school districts. Ohio's second ranking State Senator, our district's senator, has refused to endorse NCLB due to its impact on local schools. In neighboring Lucas County, a true suburban "urban" school district needs just five mills to raise forty million dollars for school construction and receives minimal state assistance for facilities because of its industrial base and high personal income of its residents. In contrast, our rural district must vote in twenty mills to raise forty million dollars for facilities.

Another example of our rural status is the fact that we pay a premium on our monthly phone bills to call an urban area, Toledo, or they pay long distance charges. The same applies to calls we make to suburban areas around Toledo. This is significant to our residents because they are served by medical facilities and other service agencies in the Toledo area.

Your consideration of our appeal is most appreciated. We hope to hear a positive response in the near future.

Sincerely,



Joe Long
Superintendent

OTSEGO LOCAL SCHOOLS

Joseph L. Long
Superintendent

Christine Ziegler
Treasurer

P.O. Box 290
Tontogany Creek Road
Tontogany, Ohio 43565

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TO: Greg Lipscomb Organization: FCC
Fax #: 202-418-6957 Phone #: 202-418-8200
FROM: Joe Long RE: Appeal
DATE: July 9, 2003
Number of Pages (including cover sheet): 10 B2

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MESSAGE

☐ Urgent

☒ For your review

☐ Reply ASAP

Please
☐ Comment

Attachments and
previous correspondence
to FMS on 10
Secretary.

Thank
you

You Are Where You Live

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"You Are Where You Live" is based on our PRIZM lifestyle segmentation system.

PRIZM defines every neighborhood in the U.S. in terms of demographically and behaviorally distinct types or "clusters." A precision tool for lifestyle segmentation and analysis, PRIZM offers a simple way to identify, understand, and target consumers. PRIZM links with virtually every major marketing database in the U.S., making it a lingua franca for integrated marketing.

Built with 1990 Census data, current-year demographics, and data from millions of consumer-purchase records, PRIZM contains 62 clusters across 15 social groups – from the affluent executives of "Blue Blood Estates" to the remote rural families of "Blue Highways" – PRIZM captures the diversity that is America.

Marketers use PRIZM to identify which clusters perform at above or below average rates for their products and services. By identifying the neighborhoods types where existing customers are, accurate predictions can be made for the neighborhood types where prospective customers are. Armed with this information, target marketing plans that focus on these areas can be implemented.

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You Are Where You Live

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43569

SUBMIT**44 Shotguns & Pickups**

Rural Blue-Collar Workers & Families

Age group: Mixed

Blue-Collar/Farming

Household income: 38,500

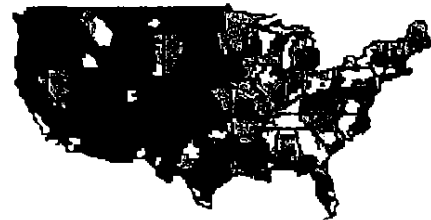
1.93% of U.S. households belong to this PRIZM Cluster.

This PRIZM Cluster is most likely to...

- Go fresh water fishing
- Own a dog
- Drink RC Cola
- Watch ESPN2
- Read Motor Trend

This PRIZM Cluster lives in neighborhoods like...

- Maple Rapids, MI
- Culleoka, TN
- Iron Station, NC

**High** Above Average US Average Below Average**BACK**[© Claritas Inc.](#) | [Privacy Policy](#) | [Legal Information](#)

You Are Where You Live

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43569

SUBMIT

**56 Agri-Business**

Rural Farm-Town & Ranch Families

Age group: Under 18, 45-64

Blue-Collar/Farming

Household income: 36,500

1.45% of U.S. households belong to this PRIZM Cluster.

This PRIZM Cluster is most likely to...

- Go horseback riding
- Buy romance novels
- Own a pick-up
- Watch nostalgia TV
- Read fraternal magazines

This PRIZM Cluster lives in neighborhoods like...

- Easton, MO
- Dundee, IA
- Pleasant Dale, NE



■ High Above Average Average ■ Below Average

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You Are Where You Live

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43565

SUBMIT**58 Blue Highways**

Moderate Blue-Collar/Farm Families

Age group: Under 18

Blue-Collar/Farming/Service

Household income: 28,700

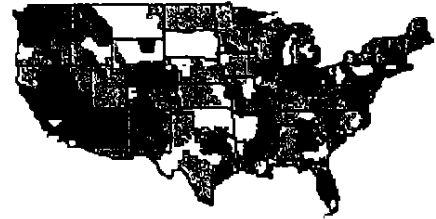
1.95% of U.S. households belong to this PRIZM Cluster.


This PRIZM Cluster is most likely to...

- Do furniture refinishing
- Own a dog
- Own a tractor
- Watch Court TV
- Read Country Living

This PRIZM Cluster lives in neighborhoods like...

- Columbia Falls, MT
- Mackinaw City, MI
- Whitefield, NH

**High** Above Average **Average** Below Average**BACK**[© Claritas Inc.](#) | [Privacy Policy](#) | [Legal Information](#)



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Otsego Local School Dist. 419-823-3035

p.1


OTSEGO LOCAL SCHOOLSJoseph L. Long
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TO: Greg Lipscomb Organization: FCC
Fax #: 202-418-6957 Phone #: 202-418-8200
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Follow up to John Turkal correspondence



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